



asCom Confection GmbH  
Industriestraße 54  
D-69190 Walldorf  
Telefon: 0 62 27 – 8 13 30-0  
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export@ascomgum.com

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## Privacy Notice for Business Partners and Prospective Customers

We take the protection of your personal data very seriously. We always treat your personal data confidentially and in accordance with legal data protection regulations. Therefore, we would like to inform you about why we collect, use, and process certain data from you and what rights you have..

### 1 Who is responsible for data processing and whom can I contact?

Responsible body is:

asCom Confection GmbH  
Industriestraße 54  
69190 Walldorf

Tel.: +49 (0) 6227 813 30 - 0

E-Mail: export@ascomgum.com

You can reach our Data Protection Officer at:

Dr. Andreas Melzer

kelobit IT-Experts GmbH

Tel: 0345 132553-80

E-Mail: dsb@kelobit.de

### 2 Which sources and data do we use?

We process the data necessary for establishing, executing, and/or terminating our business relationships. We usually collect this data directly from you, for example, when you request a quote, place an order, or contact us through our website, via email, at trade fairs, or similar events.

Occasionally, we may receive your data from another person, such as a colleague in your company who names you as a contact person. In such cases, we will inform you of our source during the first communication.

The personal data we process includes:

- Name, first name, and gender (for addressing purposes)
- Company affiliation and company address
- Typically two contact methods within your company (e.g., telephone number and email address)
- Records of business transactions and related correspondence
- Depending on the business subject, possibly user IDs for protected areas on our website

### 3 For what purposes and on what legal basis do we process your data?

We use the aforementioned data to prepare and complete business transactions and to establish and maintain effective business communication, which includes sending newsletters, for example. The legal basis for this processing is generally Article 6(1)(f) of the GDPR when you represent another organisation as our business partner. Our legitimate interest lies in achieving the aforementioned purposes. If you are directly our contracting party, we process your data based on Article 6(1)(b) of the GDPR, which permits the processing of personal data for the fulfilment of a contract or pre-contractual measures.

If you do not wish to receive newsletters, etc., you can exercise your right to object by informing us informally via email or post (see also point 11 of this privacy notice). The legality of the data use up to the point of objection remains unaffected by the objection.

There may be instances where we wish to collect or use additional data from you at a later date. In such cases, we will seek your consent in accordance with Article 6(1)(a) in conjunction with Article 7 of the GDPR and inform you accordingly. If you provide us with this consent, it can be revoked at any time without formalities.

If your data is required for legal proceedings, processing may occur to protect our legitimate interests under Article 6(1)(f) of the GDPR. Our interest would then be in asserting or defending claims, such as providing evidence in a legal procedure.



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#### 4 Who receives my data?

In our company, only those individuals who need your data for the smooth execution of our business relationship have access. This may include several departments within our organisation, depending on the services or products you receive from us. Additionally, our IT department has access to your data solely for technical processing.

Service providers we use can also be recipients of your personal data within the scope of order processing in accordance with Article 28 GDPR.

In processing your orders, it is sometimes necessary to transmit certain data to our suppliers, manufacturers, or distributors located in Germany, other European countries, or the European Economic Area. This includes your name, possibly your first name and organisational affiliation, as well as your contact information within your organisation.

In some cases, we must disclose certain data to authorised entities as part of our legal obligations.

#### 5 Are data transferred to a third country or an international organisation?

Data transfer to entities in countries outside the European Economic Area (so-called third countries) generally does not occur. However, data transfer to third countries may occur if:

- It is legally required,
- You have given us your consent, or
- It is justified by legitimate interest under data protection law and there are no overriding interests worthy of protection.

Beyond this, we do not transfer personal data to entities in third countries or international organisations.

However, we use service providers for certain tasks who may also use subcontractors with their headquarters, parent company, or data centres in a third country. A transfer is permissible if the European Commission has decided that a third country ensures an adequate level of protection (Article 45 GDPR). If no such decision has been made by the Commission, we or our service providers may only transfer personal data to a third country if suitable safeguards exist (e.g., standard data protection clauses adopted by the EU Commission or a supervisory authority in a specific procedure) and enforceable rights and effective remedies are available.

We have concluded appropriate contracts with our service providers and have contractually ensured that their partners also comply with data protection guarantees in compliance with the European level of data protection.

#### 6 How long will my data be stored?

We store your data during the entire ongoing business contact between us and your organisation, which particularly includes the existence of a contract or pre-contractual measures. If no contract currently exists or a contract term ends, your data will be deleted from our customer database after one year without business contact.

Furthermore, we only store your data to the extent and as long as we are obliged to due to mandatory legal regulations, such as commercial or tax retention periods, which generally cover a period of ten years. As soon as we no longer need your data for these purposes described above, they will be stored separately during the respective legal retention period and not processed for other purposes. After the expiration of legal retention periods, any remaining data will be immediately and securely deleted or destroyed.

#### 7 What are my data protection rights?

Every data subject has the right to access according to Article 15 GDPR, the right to rectification according to Article 16 GDPR, the right to erasure according to Article 17 GDPR, the right to restriction of processing according to Article 18 GDPR, the right to object under Article 21 GDPR, and the right to data portability under Article 20 GDPR. Restrictions according to §§ 34 and 35 BDSG apply to the right of access and the right to erasure. Additionally, there is a right to lodge a complaint with a competent data protection supervisory authority (Article 77 GDPR).

You can withdraw consent given for the processing of personal data at any time. This also applies to consent declarations given before the applicability of the General Data Protection Regulation on May 25, 2018. Please note that withdrawal is effective only for the future. Processing carried out before withdrawal is not affected.



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## 8 Is there an obligation to provide data?

Initially, providing your personal data is neither legally nor contractually required, nor are you obliged to provide this data.

However, if you are in direct business relations with us, you must provide the personal data necessary for initiating and conducting a business relationship and fulfilling the associated contractual obligations. Without this data, we will generally have to refuse to conclude the contract or execute the order, or we may not be able to continue an existing contract and might have to terminate it.

If it concerns a business relationship with a company you represent to us, you must provide the personal data necessary for initiating and conducting a representation/authorisation and fulfilling the associated contractual obligations. Without this data, we will generally have to refuse you as an authorised representative or revoke an existing authorisation.

## 9 To what extent is there automated decision-making?

We do not use automated decision-making as per Article 22 GDPR for establishing, conducting, and terminating the business relationship. Should we use such procedures in individual cases, we will inform you separately about this and your related rights if legally required.

## 10 Does profiling take place?

We do not process your data with the aim of evaluating certain personal aspects automatically.

## 11 Information about your right to object under Article 21 GDPR

### 11.1 Right to object on a case-by-case basis

You have the right to object at any time, on grounds relating to your particular situation, to the processing of personal data concerning you, which is based on Article 6(1)(f) GDPR (data processing based on a balancing of interests). This also applies to profiling based on these provisions in the sense of Article 4(4) GDPR.

If you object, we will no longer process your personal data unless we can demonstrate compelling legitimate grounds for the processing that override your interests, rights, and freedoms, or the processing is for the establishment, exercise, or defence of legal claims.

### 11.2 Recipient of an objection

The objection can be submitted informally with the subject "Objection," stating your name and organisation and should be directed to the contact details mentioned in point 1.

## 12 Amendment of this privacy notice

We revise this privacy notice whenever changes in data processing occur or other occasions make it necessary. The current version is always available on this website.

As of: 18.11.2024